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**Retail Merchants of Hawaii Partners with Counties for
Disaster Preparedness Campaign**

(Honolulu, Hawai'i—May 15, 2012)—Today is a perfect day to prepare—for the unexpected. That's the underlying theme of a public education campaign to encourage Hawai'i residents and businesses to prepare for emergencies and disasters, before they happen. The pilot project launched May 2nd on O'ahu.

Retail Merchants of Hawaii (RMH) and its members are partnering with county and state emergency management organizations during the month of May to increase disaster preparedness. Retailers such as City Mill, Kmart, WalMart and Times Supermarkets will display information on how to develop a disaster plan, how to pack a disaster kit, and how to stay informed.

"Many of our members support disaster preparedness efforts year-round, so we are pleased to support this disaster preparedness campaign with in-store displays and information," said Carol Pregill, director of Retail Merchants of Hawaii. "Helping people to plan for disaster, before it happens, is our goal."

"People tend to be less prepared than they think they are. That's why it's important to get ready and avoid getting caught in a disaster without knowing what to do or where to go, or not having basic supplies packed away," said Melvin N. Kaku, director of Honolulu's Department of Emergency Management. "We are pleased to work with Retail Merchants of Hawai'i and retailers across the state to engage the public in disaster preparedness."

The City and County of Honolulu is leading this statewide project using funds from the FEMA Regional Catastrophic Preparedness Grant Program. O'ahu is the testing ground for improving public messaging to improve disaster preparedness. For more information about the campaign or to download a complete media kit, visit www.GetReadyHawaii.org.

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